

What is claimed is:

1. A transparent or translucent package having a wall wherein said wall includes fluorescent dyes.

2. The package according to claim 1 wherein said package is a bottle.

3. The package according to claim 2 wherein said wall includes 0.001 to 3 wt. % fluorescent dye.

4. The package according to claim 1 in combination with a transparent or translucent aqueous heavy duty liquid composition comprising:

- (a) 10 to 85% by wt. of a surfactant selected from the group consisting of anionic, nonionic, cationic, amphoteric, zwitterionic surfactants and mixtures thereof;
- (b) 0.001 to 1% by wt. of a colorant dye; and
- (c) 0.001 to 1% fluorescent dye;

wherein the transparent composition has about 50% transmittance or greater of light using a 1 cm cuvette at wavelengths of 410-800 nanometers; and wherein the transparent or translucent bottle has light transmittance of greater than 25% at a wavelength of about 410-800 nm.

5. A composition according to claim 4, additionally comprising 0.001 to 1% of a UV absorber.

6. A method of reducing destruction of colorant dye in a transparent or translucent liquid composition in a transparent or translucent bottle which method comprises adding a fluorescent dye to the material of said bottle.
7. The package according to claim 1 in combination with contents which include a colorant dye.
8. A transparent or translucent package having a transparent or translucent label including f-dyes.
9. The package according to claim 4 wherein said heavy duty liquid further includes 0.001 to 5% by weight of an enzyme selected from the group consisting of proteases, lipases, cellulases, oxidases, amylases and mixtures thereof.